

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Thursday, April 18, 2019 – 10:00 am – 12:00 pm
Thanksgiving Point – Rose Room
3003 North Thanksgiving Way
Lehi, UT 84043

1. **Welcome & Introductions: Lance Syrett, Chair - (10:00 am)**
2. **Approval of Minutes - (10:20 am)**
3. **Managing Director Report: Vicki Varela - (10:25 am)**
4. **Marketing Committee Report: Dave Williams (10:35 am)**
 - **Dashboard**
 - **Follow-up on Golden Spike marketing**
 - **Destination Development Pilot Approval**
 - **Pandemic Labs update**
 - **Tour of Utah**
 - **Ski Utah Polybag**
5. **UTIA Update - (11:40 am)**
6. **New Business/Public Comment - (11:45 am)**

Meeting adjourned – The next board meeting will be held May 9, 2019 from 3:00 pm - 5:00 pm at the Davis Conference Center in Layton.

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships with industry
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state